

ideosphere

Helping a Tier I ITES leader disrupt itself and create a narrative for internal and external adoption.

- Played the role of lead partner in the product marketing and ownership team
- Created the core narrative for the new digital software delivery platform amongst associates, partners and customers of the client
- Obtained user journeys and insights, fueled product backlog with design thinking team, customized audience specific critical narrative, ownership of the entire sales and content kit
- 3-Tier Launch of the Engine

Contributed to **USD 40 Million** savings through the internal adoption of the #NewAgeDelivery Platform+

Helped close first 2 POCs with two global telecom leaders

25+ Global Analysts Mentions

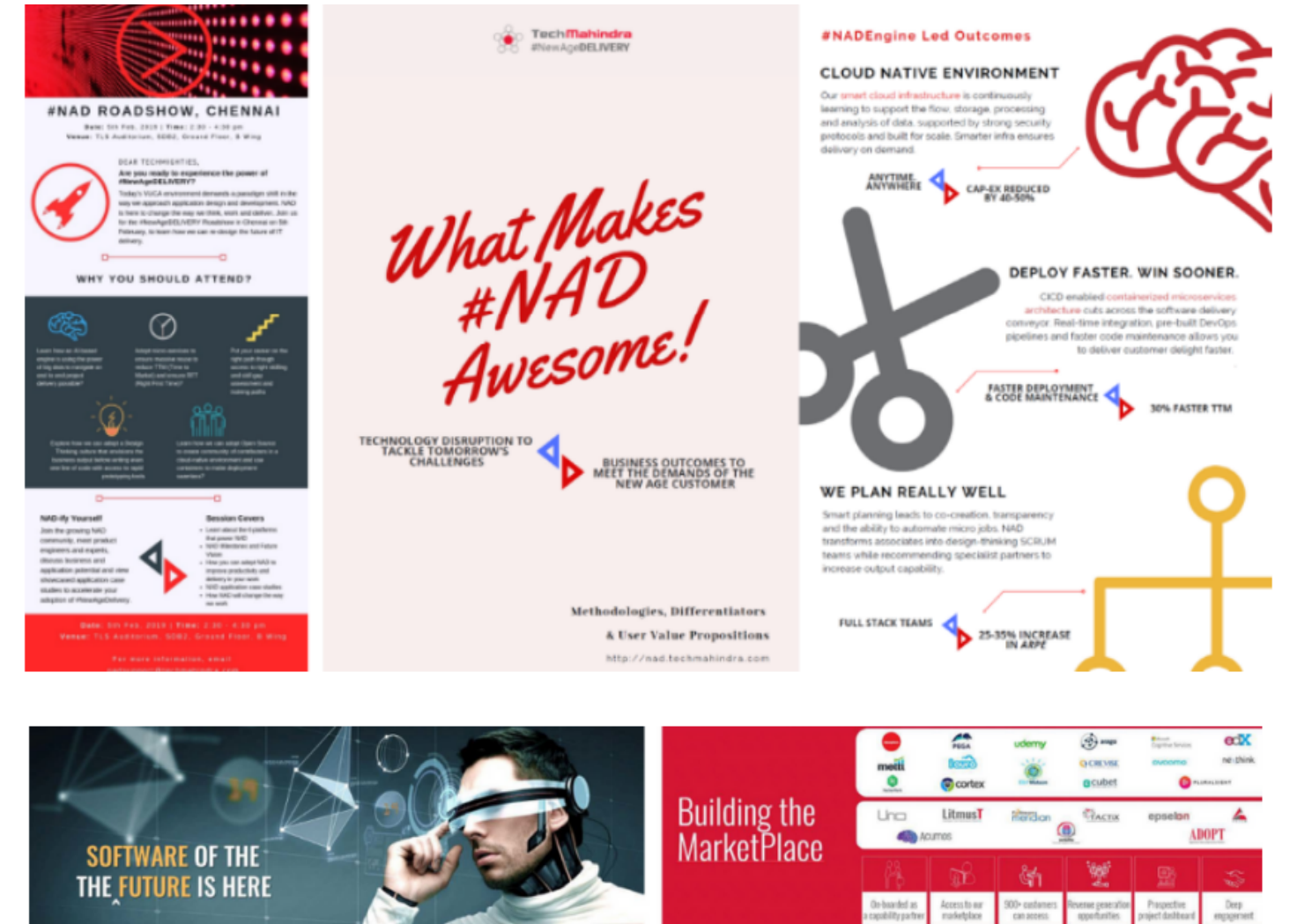
37k Internal Associate Adoption

65 Live Customer Projects

61 Academic & Capability Partners

TECH
mahindra

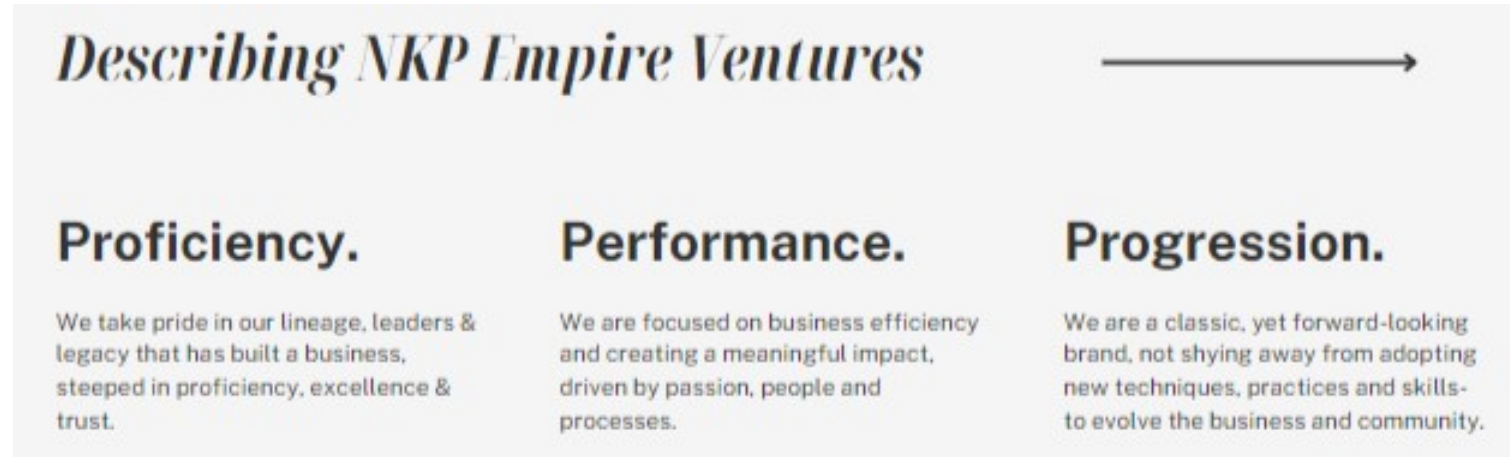
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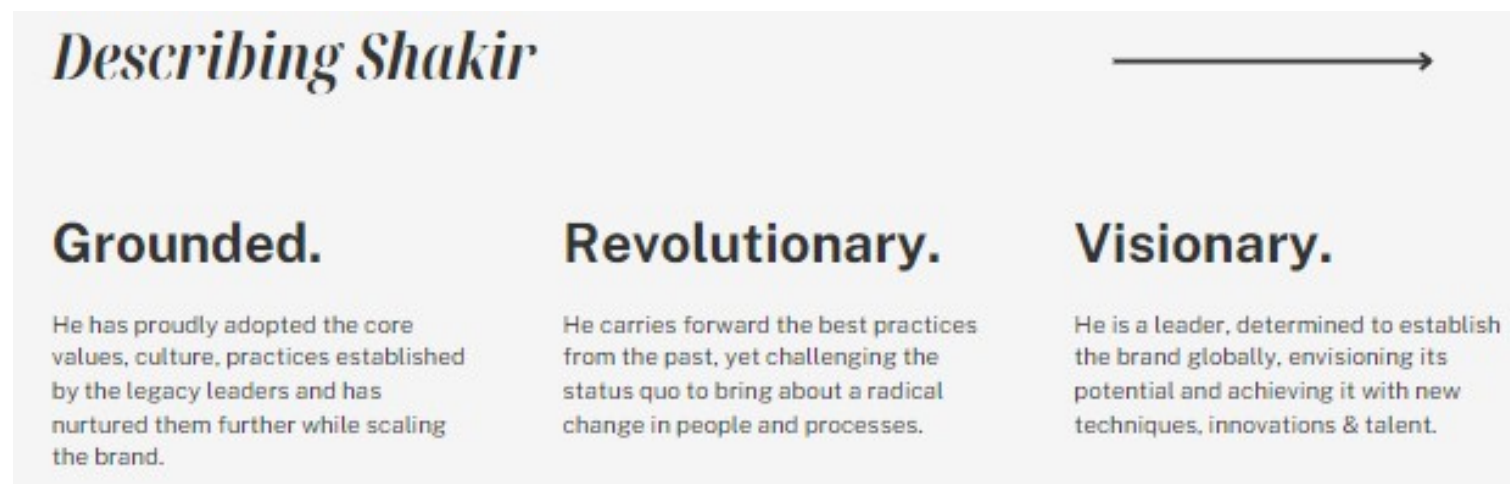
Content created to showcase platform

Defining the corporate identity for a renowned B2C food brand through messaging.

- Analyzed the differentiation between the core values, beliefs and processes of the B2C brand (Empire) and the corporate mother brand (NKP ventures).
- Defined brand archetypes and a central messaging framework that captures core essence of the B2C brand yet talks to the relevant audience.
- Crafted messaging to define the brand persona & and leadership persona to build the corporate brand



Message framework to establish Brand

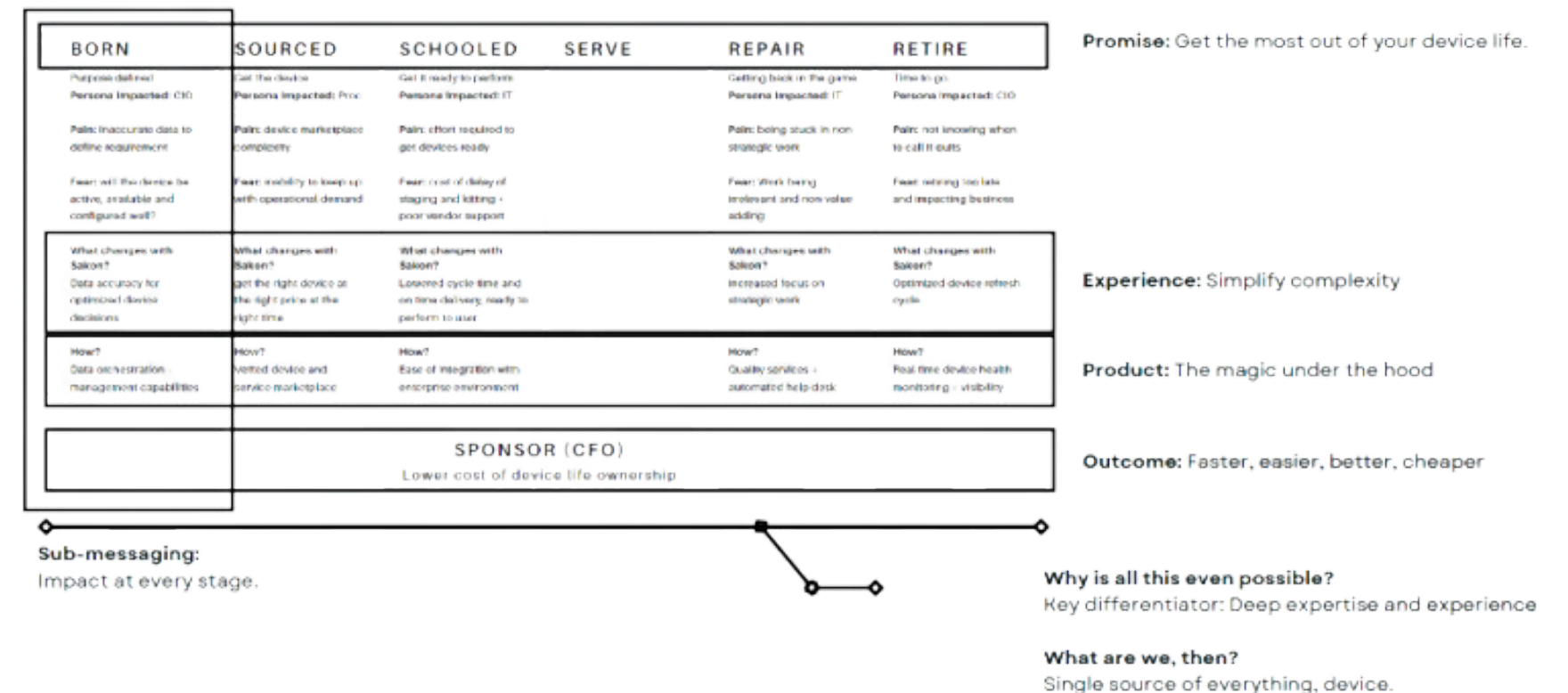


Message framework to establish Leader

Crafting messaging for a trailblazing device lifecycle category creation brand.

- Immersed ourselves in understanding the pain points of device lifecycle and the personas it affects in large enterprises.
- Articulated the pain points as per persona to define key messages that capture the pain and the solution.
- Defined a framework highlighting the need, solution and benefits of the device lifecycle platform.
- Created a strategic plan to enter the market and attract the right audience with the right messages. Diving deep to craft messaging for a trailblazing category creation brand.
- Taking narrative to market: We are now in the process of incorporating the messaging into key brand assets like the website, video and microsite for disruption framework.

Deriving Key Messages Through Immersion



Sakon was Recognized as a Visionary in 2023 Gartner® Magic Quadrant™ for Managed Mobility Services, Global, including the device life messaging created by Ideosphere.

sakon

ideosphere



Deriving the brand's Key Messages

Elevating a pet-care brand's current brand perception to establish it as a 360° pet care ecosystem.

Brand purpose: Defined by analyzing the category, competition, consumer, and brand to build trust within the consumer and pet community.

Messaging framework: Created a targeted messaging framework that encapsulated key communication needed for product, process and business.

Brand identity: Built a strong brand image & and leveraged brand equity by creating a common brand identity for various products and services.

Brand showcase in the ET Brand Equity:

"Conceived by Ideosphere for Wiggles, the brand's new identity has a smart and modern appeal and is designed to reflect the brand's friendly and approachable vibe."

Wiggles Brand Identity

The Wiggles brand identity comprises of two elements. The **Wiggles W** and the **typeface**.

The Wiggles W has been created as a combination of a **heart, infinity and a check mark**. The heart stands for love, infinity for unending commitment and the check mark represents making the right promises, responsibly.

The geometric and confident characteristic of the **Agenda typeface** evokes a feeling of expertise. The font has sharp edges which lend a smart and modern appeal to the identity while the curves bring out a friendly and approachable vibe.

Together the Wiggles W and the typeface have been designed to inspire trust and dependability.



MESSAGE HOUSE

PRODUCT

The right promise for every pet need

We are available for every pet need.

We promise to provide everything that your pet will need in its lifetime irrespective of type, life stage, age, size and gender.

We have developed 500+ products curated by vets that are right for your pet since they are rooted in science.

PROCESS

The right step towards love & care

We put your pet first in everything that we do.

We understand that a pet's safety, emotional happiness, comfort comes first for a pet/animal lover so we help you take the right step.

We work with vets & scientists who understand how animals eat, think, grow & behave.

BUSINESS

A promise to be there, always

We are pioneers in building a 360 pet-care ecosystem in India.

We have been partners in pet-hood for 5L pets.

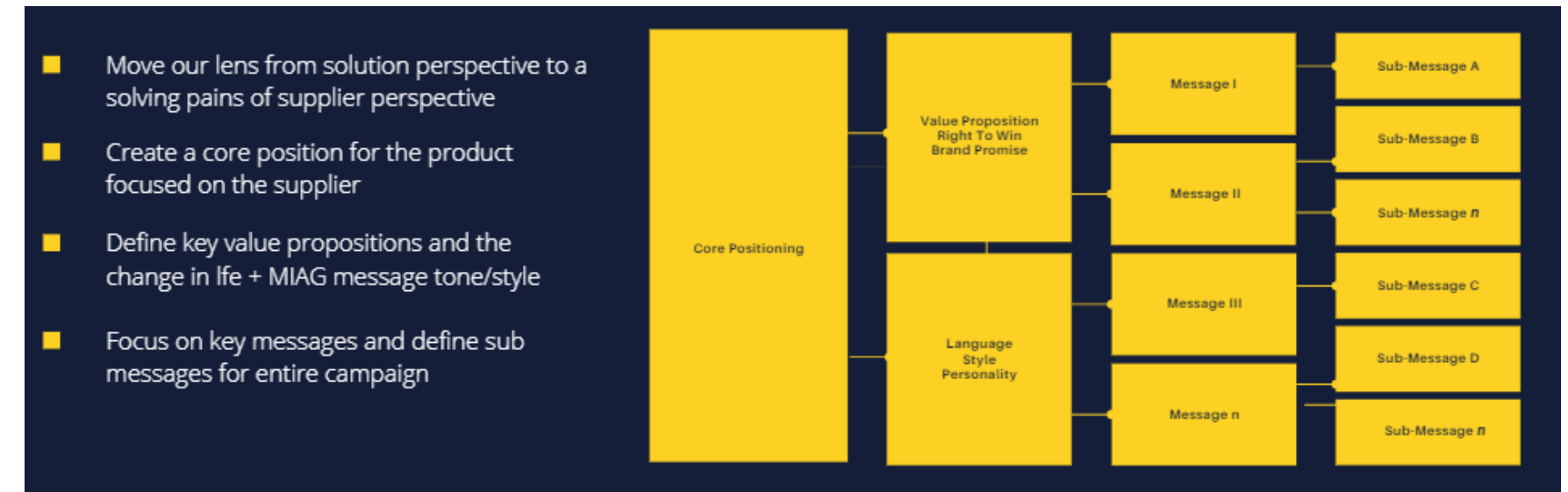
We are trusted by vets and promise to keep growing our pet community.

Message framework to establish Brand



Decoding a scalable message logic for a complex supplier platform seeking global product penetration.

- Created core position and value proposition for the product by studying market, current supplier challenges and understanding the technology platform.
- Built the core positioning, message and tonality/archetype for all future communication, as well as creating the main website landing and collaterals for the initial pilot push of the platform into Turkey
- We defined a scalable message logic highlighting tangible and intangible benefits of using the MIAG platform.



Process mapping

"It has been a big challenge for any external party to grasp the challenges in our brand narrative. Partly because we inhabit a very niche business of financial services in the B2B retail space. We tried working with German, Austrian and UK firms, but you guys finally nailed it."

Jimmy Wong Head of Strategic Marketing, MIAG (Metro AG)



Creating immersive product innovations to transform a brand into a new age Tier 1 global supplier.

- Created strong fundamental processes for the brand that ensured business scalability through design-thinking-led methodology
- Understood consumer triggers, aspirations, desires and challenges in toothbrush usage behavior through a large-scale insight study
- Created Marketing and communication collaterals, which included an artifact to showcase toothbrush innovations.

Creation of a new bamboo toothbrush leading to **1 million units** ordered by Unilever

Designed Prototype Artifacts for Global Customers

Internal comms streamlined through the Design Thinking approach



Pictures of the Marketing collateral created

Helping a tech and design company scale from 8-1000 in 36 months by articulating a strong employer brand.

- Created a central position and messaging framework that communicates the company's culture, values, impact and opportunities and helps in scaling the recruitment process
- Established a clear partner relationship with the customer who has a captive business model with the company
- Presented an overview of how the position and messaging can translate into key communication collaterals while ensuring that it reaches the right audience and enhances talent quality.
- Launched a website and social media presence to establish new brand positioning, leading to increased success in their recruitment efforts

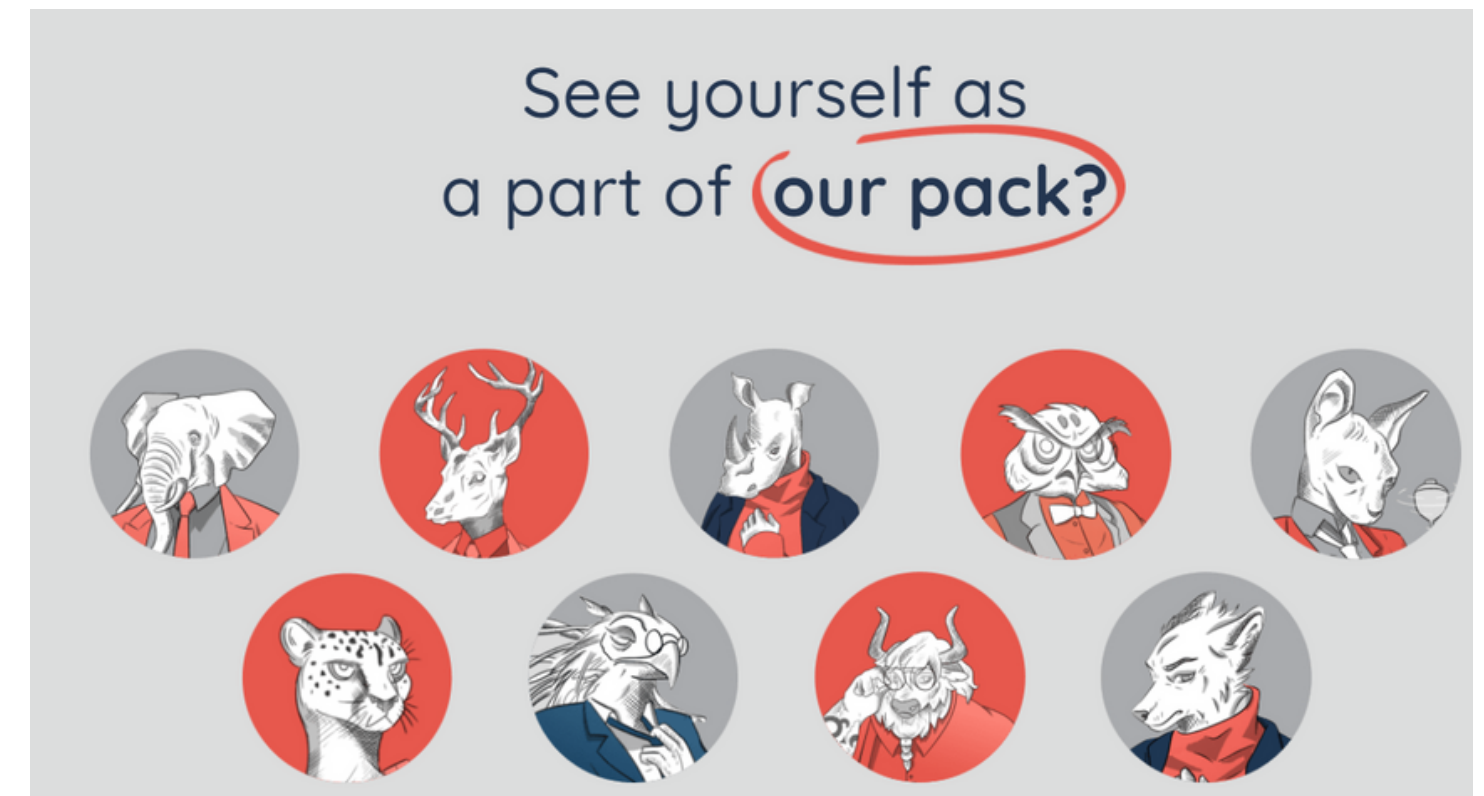
Impact

Average joining ratio increased by **8%**

New visitors to the website increased by **30%**

150% increase in social media followers

Received **Great Place to Work** certification



Illustrated Website Careers Section Showcase

"Ideosphere has been instrumental in providing strategic direction and positioning for our brand. They were able to understand the pulse of our organization and have come up with ideas and concepts that reflect our culture and ethos accurately."

Mooshir Vahanvati, CEO, Rayden Interactive

Increasing the sustainability quotient for a G2K enterprise through immersive content and design experience.

Creating an end-to-end isometric walkthrough of a sustainable restaurant to showcase sustainability know-how at METRO

Create a need for B2B customers to engage and consider METRO's range of sustainability products.

Strengthen brand METRO sustainability and organic food expertise.



Virtual walkthrough of MSR

Metro would like to thank you from the bottom of our hearts for your commitment to the MSR platform. The end product is really promising! Special mention for having faith in the website and making it a success with all the constraints. Great UI/UX, project management, customer interaction, and I can go on. Kudos!

Sharat Dodeja, Sr. Manager, Digital Media Solutions, Metro BSC

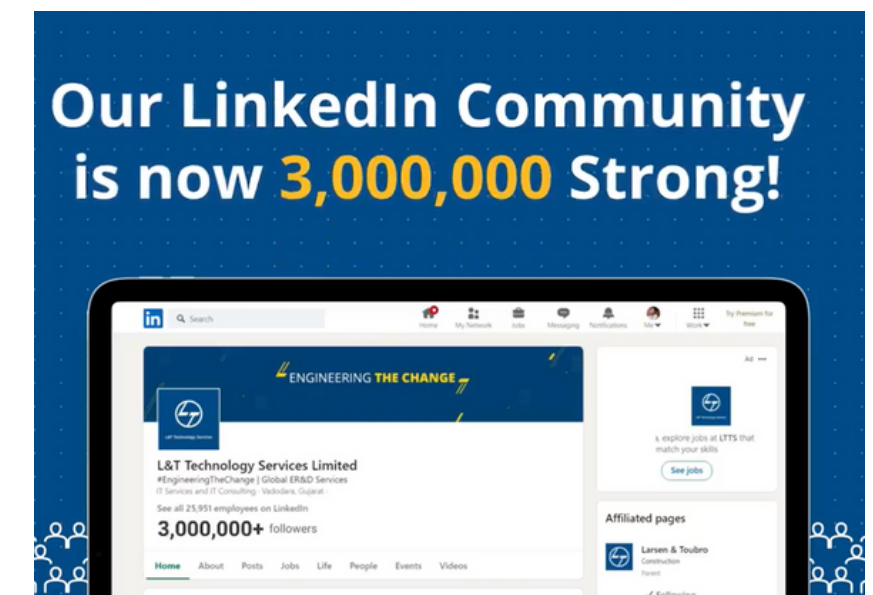


Helping India's fastest-growing core engineering technology player build a better employer persona.

Communicate the joy of core engineering to attract the right employee profile.

Showcase subject matter expertise and the LTTS role in creating a better future for the planet.

Make Engineering cool again. Engineer at Heart campaign to bring out the love for technical innovation



Brand posts showcasing growth in followership



Thanks Ideosphere, for being a solid partner in our journey to **3 million followers.**

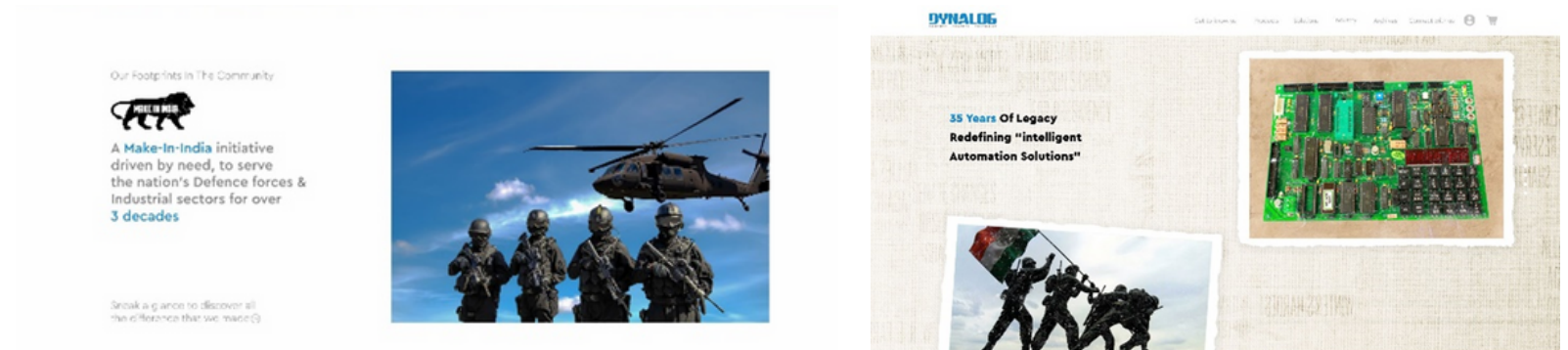
Atharva Kulkarni, Brand Communications Manager, LTTS

Helping a Defense Supplier unlock its potential under new leadership through strategic content and positioning.

Transformed the Dynalog website by creating an engaging user experience that showcased the company's expertise and commitment to excellence.

Transformed their logo to one that better reflected the brand's more technological aspects.

Enhanced their leadership presence and messaging on the website helped build a better brand persona and trust among potential customers.



New & improved Dynalog website & logo



"The Ideosphere team provided great strategic direction and positioning for us. They were able to understand the ethos of the organization and create initiatives that reflect our ethos perfectly."

Akshay Adhalrao, Managing Director, Dynalog India

Driving growth for a digital supply-chain disruptor by creating impactful content across 8 business verticals.

- Strategically solidified the brand's positioning and online presence through volume-based blogging and leadership content.
- Increased customer engagement and strengthened relationships with customers.
- Communicated the brand's message & developed a reputation as an authoritative source of information on industrial procurement

<https://business.moglix.com/blogs/common-errors-in-industrial-pipe-handling-and-how-to-avoid-them>

<https://business.moglix.com/blogs/blending-in-esg-adoption-in-procurement-for-2023-and-beyond>

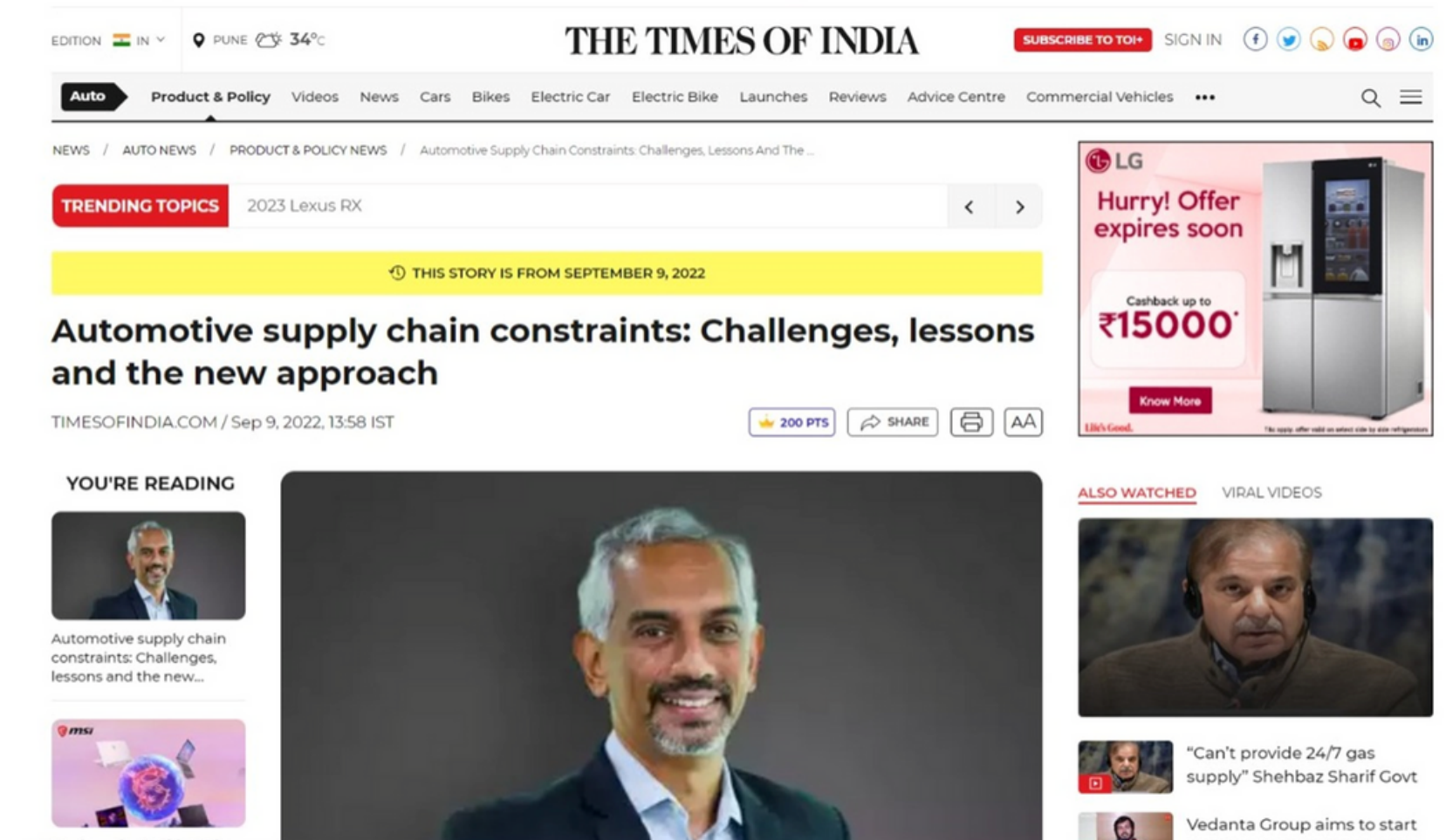
Delivered:

50+ Leadership Blogs

15+ Leadership PR Articles

moglix Business

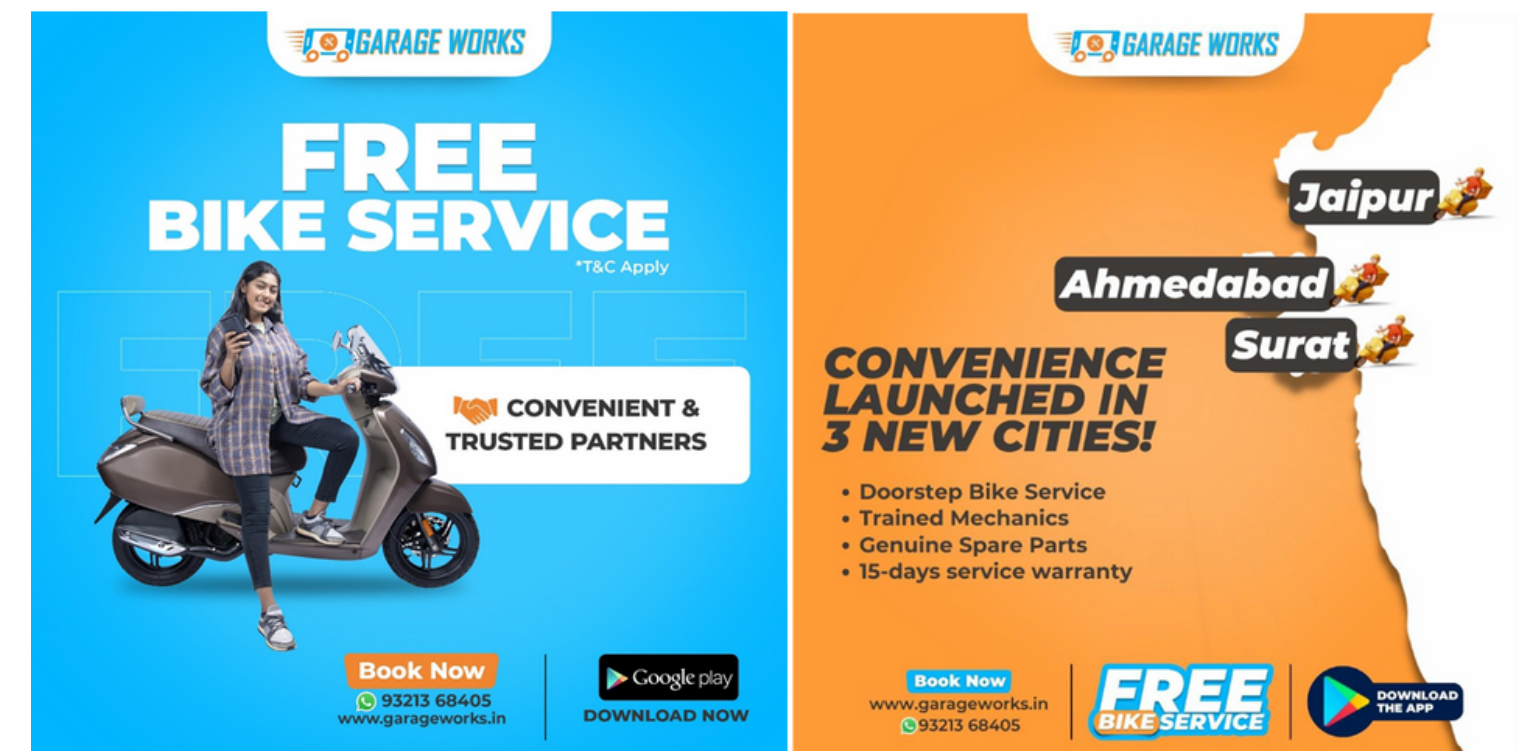
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Successfully generating 1k+ bookings for a revolutionary two-wheeler servicing brand by increasing their online visibility.

Accelerated GarageWorks' brand visibility, revenue stream, and investment potential through high-performing marketing strategies for:

- Digital
- On-Ground Branding
- Media Buying
- We are establishing it as a frontrunner in the 2-wheeler aftersales service provider category while serving society through entrepreneurial opportunities.
- Understanding user experience to minimize bounce rates and business cancellations.
- Maximizing conversions, delivering a seamless and unparalleled customer journey that sets the standard for the industry.



Social Media ads created to boost bookings

Successfully generating **1000+ bookings every month** across **nine cities**

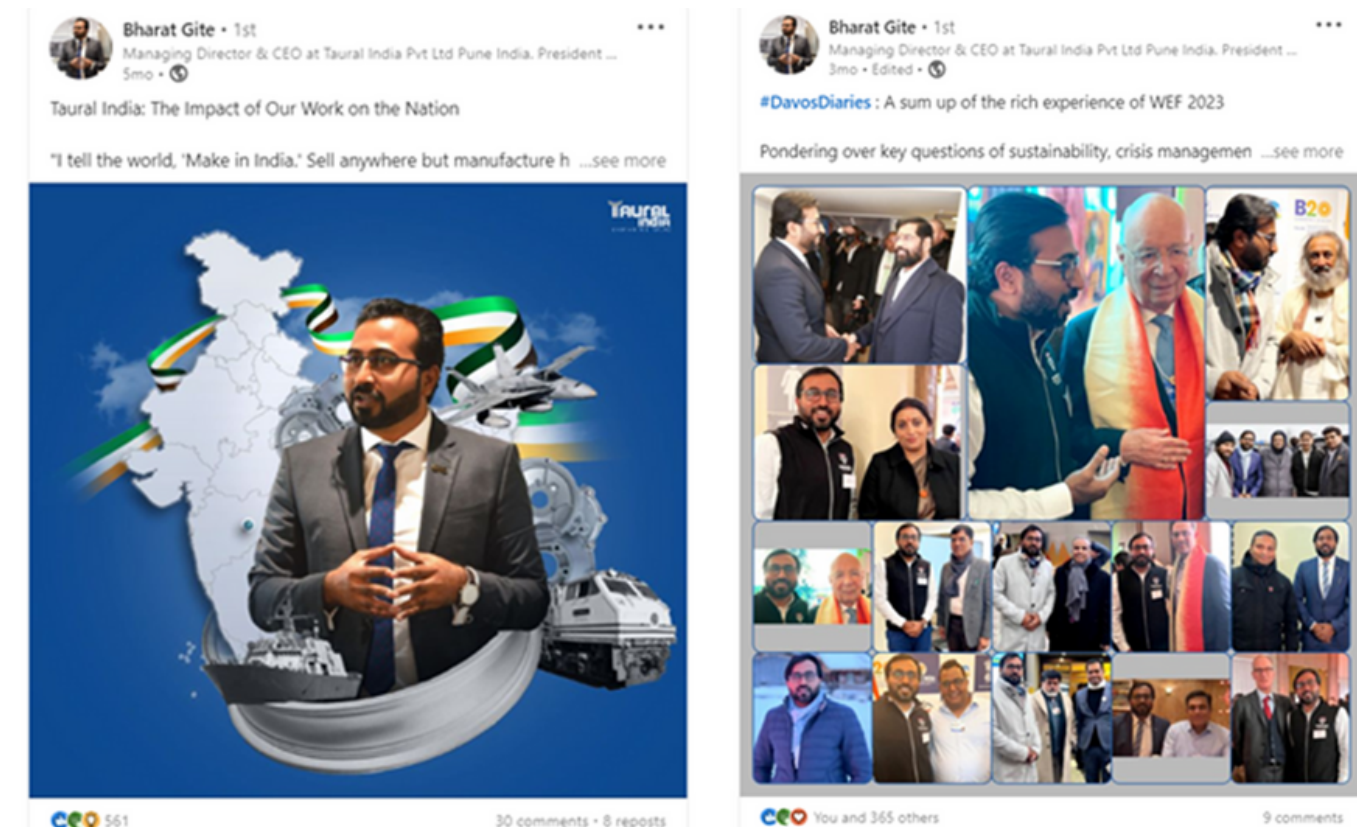
Reduced **Avg. CAC by 10%** on a month-on-month basis



Establishing the Aluminum Man of India & the leading Aluminum casting company as powerhouses of the manufacturing industry.

- Identifying industry events to secure a space for the CEO to be recognized as an industry leader
- Creating content assets, industry speeches, presentations, and media narratives to showcase their commitment to technological innovation and advancement.
- Positioning both the brand and the leader as benchmarks for the rest of the market

Instigated a growth in leader's LinkedIn followers by **184% in 8 months**



Social Media posts showcasing leader's achievements

"Ideosphere has been an excellent fit for Taural India. They consistently bring strategic expertise and tactical execution to the table, making it easier for us to achieve our goals and objectives."

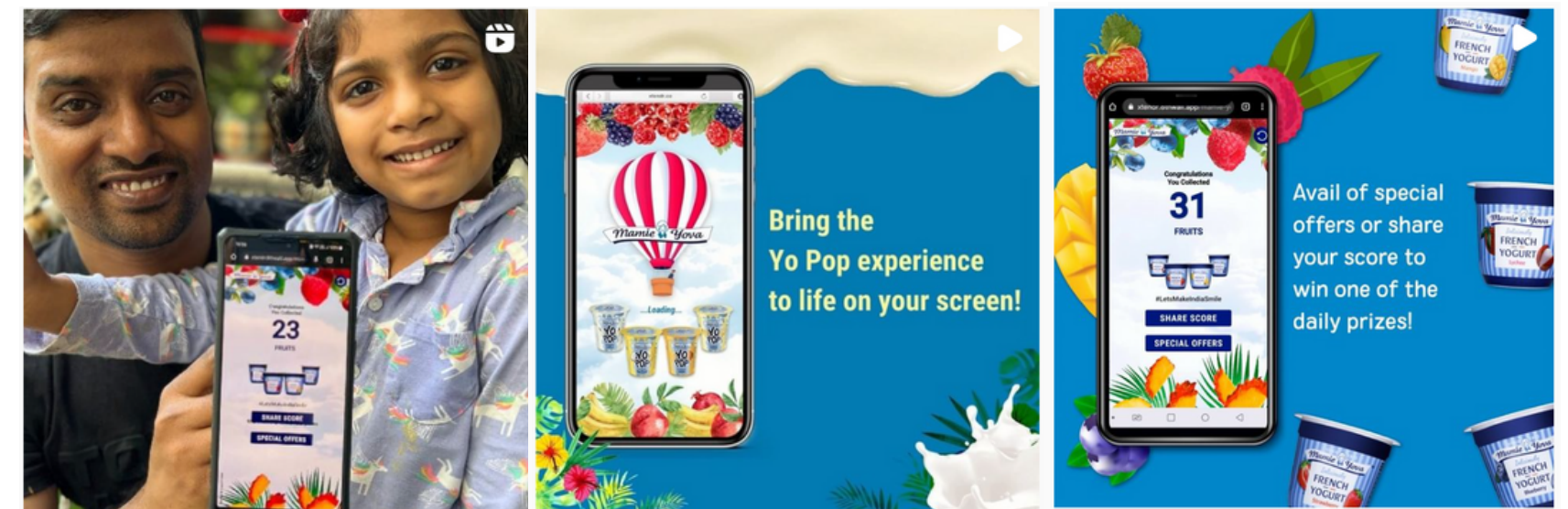
Bharat Gite, Founder & CEO, Taural India



Educating consumers about a new category of French yogurt through augmented reality (AR)

Created a robust digital experience to overcome the lack of physical interaction due to the pandemic while being sensitive to the situation and realities of the time.

9862 minutes of brand engagement via augmented reality experience leading to **5M+ people reach**, **1000+ UGC**, and **500+ consumer trials**



A glimpse into the AR Campaign

"Marketing for a new category is difficult. It becomes more challenging when done in the middle of a pandemic. An innovation-driven team like Ideosphere helps create real impact and win awards."

Vivek Mani, CEO, Mamie Yova



Redefining strategy for India's pioneering commercial EV start-up to help reach the carbon-neutral ambitions of the country.

- Understanding the company's approach to R&D, vision and the Indian Commercial EV landscape.
- Creating the strongest voice for adopting the new-age mobility practices for a better future for our planet.
- Using engaging content and mediums to highlight the brand's technical vision and best-in-class product technology
- Using restricted messaging, created advocacy for the brand as a subject matter expert in the mobility industry.

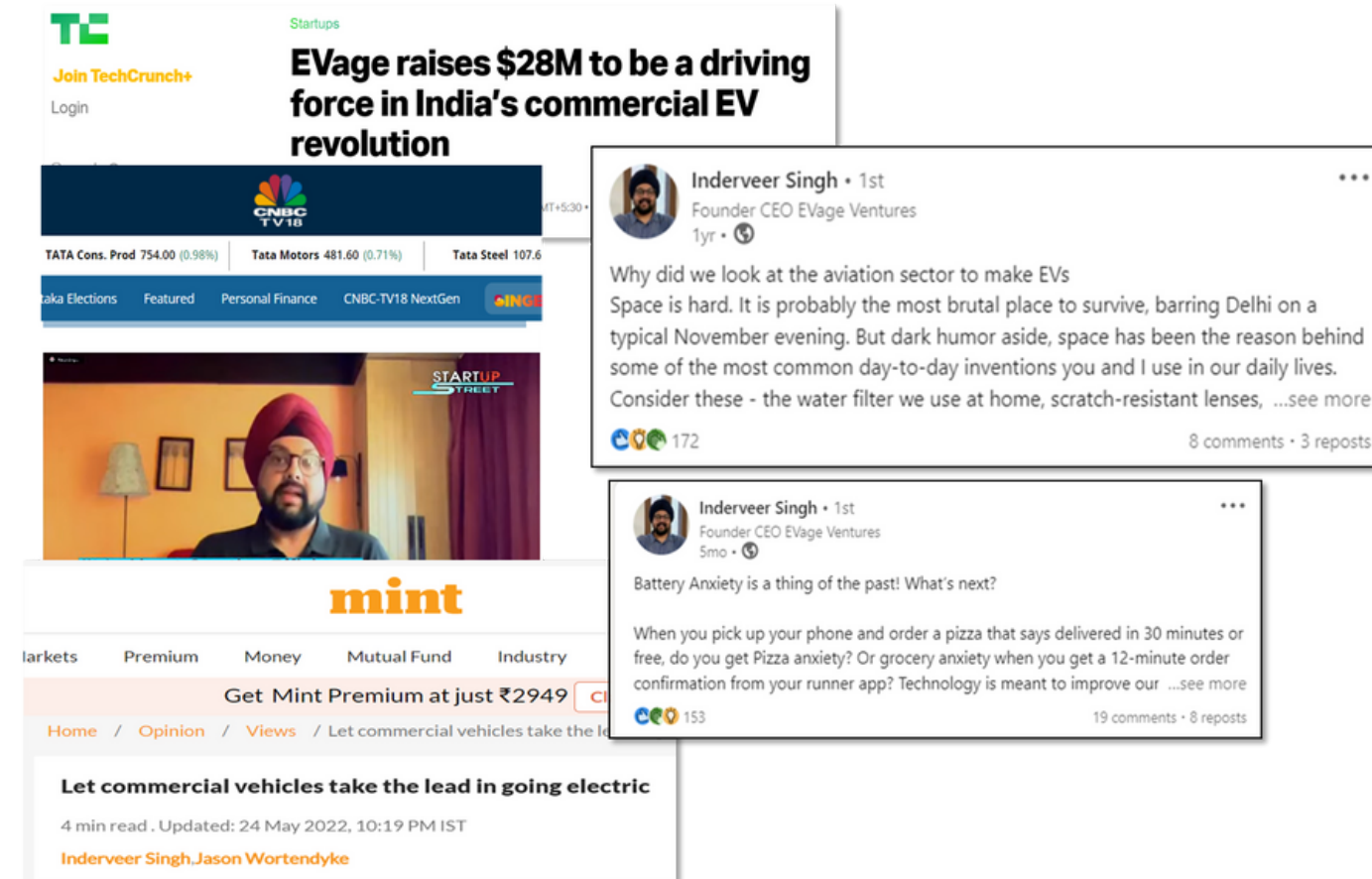
Sample Coverage

Live Mint

Economic Times



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A article showcasing EVage's funding

"At EVage, communication is an integral piece of our business strategy. Ideosphere was able to understand our business, get the right team in place, create great content and enable a great delivery of our communication expectations."

Pulkit Srivastava, Co-Founder, EVage



Helping to produce a podcast series detailing complexities of business and technology told through the vision of the client Founder.

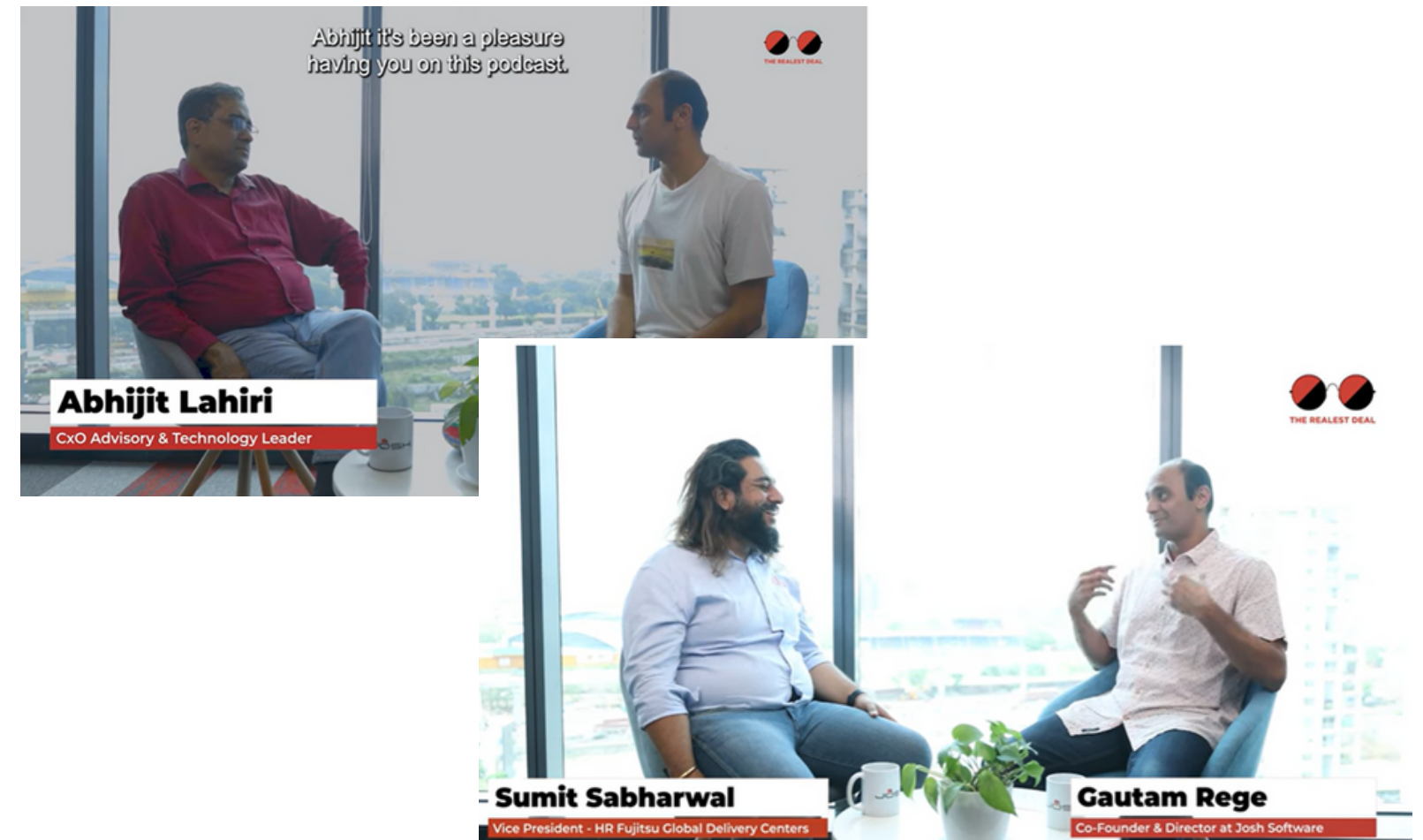
- Established podcasts as a medium to create a credible, authentic voice for shaking up the thought leadership landscape in the technology business.
- Challenging the status quo of business practices through a thought-provoking narrative with diverse perspectives, thus enabling informed choices for the decision-makers.

Over **120 hours** of engaged viewership

Avg. views per video - **2000+**

Subscribers - **140+**

In-bound interest from C-Suite leaders to be a part as guests



Screenshots from the podcast 'The Realest Deal'



Building an active community of CSOs and ESG Industry leaders through the facilitation of 8 interactive sessions.

- Recommending a platform to bring together top-tier CSOs and ESG Officers from all over corporate India.
- Creating a platform called S4B (Sustainability for Breakfast) to tackle key pain points in sustainability and start the conversation of creating effective solutions in the space.
- To build a community, increase awareness and preference for sustainability and establish Treeni as the ESG partner.

400 CSO Interactions

5 Large Brand Partnered With Tata Motors, Yes Bank, Wipro, and Mahindra and Mahindra

9 Sessions of S4B Already Initiated

2 large clients acquired



treeni Treeni hosted the 4th edition of its Sustainability for Breakfast initiative in association with @TataMotors. #S4B #biodiversity (Part 1)



treeni Another #sustainability4breakfast #s4b session on #integratedreporting(IR) kicks off at Pune.



Pictures from the sessions organized

Enabling a Danish electronic sound system brand to sell out its products within 1 month of being launched in India.

- Full-scale consumer insights study to formulate the key messaging, value proposition and positioning for the brand
- Media and influencer channels explored to build awareness, preference and thought leadership in the Indian market for B2C Jabra products.
- Media coverage and social media amplification of content created for leadership and internal stakeholders
- Fueling business in India for Jabra through PR/Communication

From **3rd** to **2nd** Position in Share of Voice

14% increase in the share of voice

260 media impressions

40 product reviews

Jabra Elite Product **Sold Out** in India within 1 month of launch



Garnering over 30k digital content views in 1 day for a lineage tournament at a new location.

- Piquing interest by engaging sports stars, fitness partners, F&B brand collaborations and effective use of digital communication.
- All major and regional media impression
- Reposing of content by star players due to its shareability
- Pre-event Leading To Higher Footfall Than Expected
- To build a connection with Pune audiences within the first year and ensure even higher footfall in successive years

30k views on the first day of the digital content release



This block contains a collage of images and text. At the top left is a video thumbnail showing a woman speaking into a microphone at night, with a URL 'https://goo.gl/GjfJvA' and logos for ATP and TATA OPEN. Below this is a section titled 'FAN ENGAGEMENT: ON-GROUND ACTIVATIONS AT THE FAN PARK'. It includes a quote: 'And how could I miss out on Brand Integration with my current clients? Result = Brand Integration of Folk Fitness at the Tata Open Maharashtra'. Below the quote is a paragraph: 'A barter deal was struck with Folk Fitness for their fitness performance infused with Indian folk dances and music for the fans at the Fan Park, in turn giving them visibility amongst fitness enthusiasts at the tournament.' At the bottom is a visual equation: 'Folk Fitness logo + ATP 250 logo + TATA OPEN Maharashtra logo = a green cartoon character'. To the right of the text is a small photo of people performing a fitness routine on a field at night.

Pictures from event

Establishing a presence & preference in India for the largest sell-side advertising company in the world.

- Successfully managed to cater to the brands' needs with consistent and strategic product and industry pieces.
- Curated pieces about the benefits for the brands, through research reports and participation in prominent industry events.

19 Conversions across media universe

2 Authored Articles

9 Bridge Building Press Announcements

In conversation with Gavin Buxton,
Managing Director, Asia of Magnite

BY SAKSHI MALIK
SEPTEMBER 13, 2022



Gavin Buxton currently leads the growth of Magnite Asia, where he focuses on helping media owners and brands win across every channel and format. Gavin has over 19 years' global experience in digital advertising, having worked in leadership roles at tech and publishing companies, including Microsoft, Turner Broadcasting and LinkedIn, with the last ten years based in Asia building businesses. His working knowledge spans television, digital, search, programmatic, mobile, content marketing and social media.

Digital

Misconception that only high-end brands advertise on CTVs, FMCG and CPG offerings are also expanding: Gavin Buxton of Magnite

Buxton, Managing Director - Asia, Magnite, spoke about how connected TV advertising is going to be the game-changer in the future and the various benefits it offers over the more traditional ways of serving ads

Sneha Kumari
Delhi, September 01, 2022



Gavin Buxton

It is a misconception that only high-end brands advertise on connected TVs, as there are also FMCG or CPG product offerings in the ecosystem, as per Gavin Buxton, Managing Director - Asia, Magnite.

Magnite's media coverage

Magnite

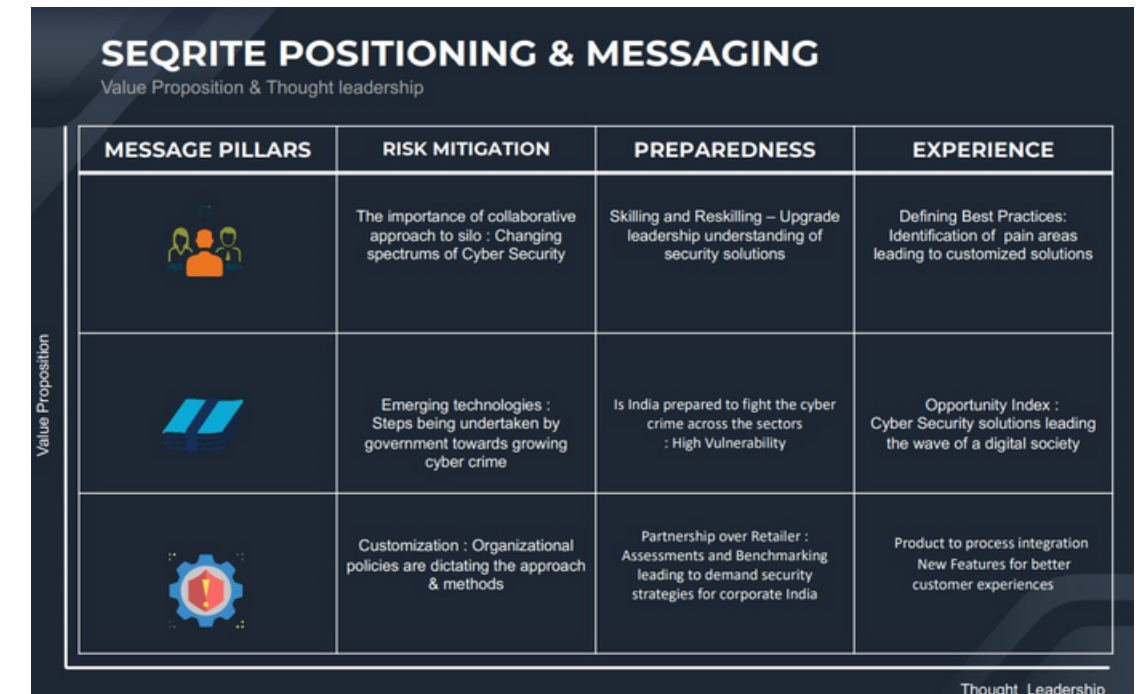
"I am very impressed with the Ideosphere team's can-do attitude and ability to get results for us. The team takes direction well and is proactive in suggesting new angles and topics for us to weigh in on. I also appreciate the proactiveness in securing reporter meetings and interactions."

KarYi, Global Communications Director, Magnite

Helping to reposition a leading enterprise IT security solutions provider from a security product suite to a solutions suite.

- Conducted a thorough understanding of Industry Trends & Sector specific cyber solutions and threats
- Discussed and validated the top challenges and security solutions by customers
- Developed a thorough understanding of stakeholder personas & identification of triggers, motivators, fears & aspirations
- Designed the positioning & messaging for the brand and identification of tools and mediums.

SEQRITE



Positioning & Messaging Strategy

